



The Tennessee Beef Checkoff Program

The national dollar per head Beef Checkoff program was established 25 years ago by a nationwide producer vote. The Tennessee Beef Industry Council operates on half of the collected Checkoff dollars and sends the other half of the collections to the Cattle-men's Beef Board where they are used to fund national Research, Advertising and Education efforts.

Over the years Checkoff funds have been on the decline. Mainly due to the migration of cattle out of the state, fewer cattle needed due to production efficiencies, and additional business opportunities that have lessened the number of times in which the animal is sold.

These factors combined with inflation, have over time, chipped away at the purchasing power of the 1985 dollar. In fact, the same good and services purchased in 1985 for \$1.00 now cost \$2.03.

Compared to 1985, the Tennessee Beef Industry Council operates on \$100,000 less in revenue with a 50% increase in the cost of goods and services in 2011. The directors and staff work hard to plan appropriately using an annual marketing plan & budget process. Keeping a close watch on expenses, the TBIC Directors and staff continue to make financial adjustments in all areas from office management to programs.

TBIC Financial Position

1990 Revenue	\$ 576,866
1995 Revenue	\$ 598,957
2000 Revenue	\$ 538,908
2005 Revenue	\$ 521,927
2010 Revenue	\$ 480,972

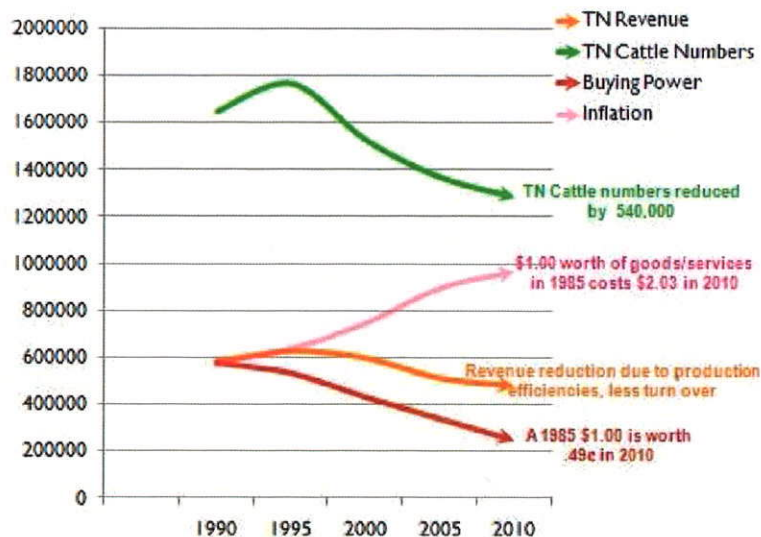
- Directors approve Marketing Plan & Budget
- Budget reductions in all areas (except UT Beef Day)
- Currently maintaining minimal programs in Advertising, Youth & PR

Advertising

In 1990 TBIC spent \$113,761 on radio, print, other
In 2010 TBIC budgeted \$42,204 for radio

Nutrition, Education & PR

In 1990 TBIC spent \$80,000 for teacher kits, cook-off, special events
In 2010 TBIC budgeted \$45,600 for nutrition kits, 1 dietetic event



Opportunities are Abundant for Outreach

Youth Education



County Farm Day

The Beef Council would like to expand efforts in the youth programming through the Ag in the Classroom teacher training program as well as provid-

ing free teaching kits and materials to students and educators throughout the state. Currently, the Check-off program has discontinued providing materials to students and offers limited kits to teachers. Additional youth outreach opportunities might also include a student beef cook-off contest and or photo/video



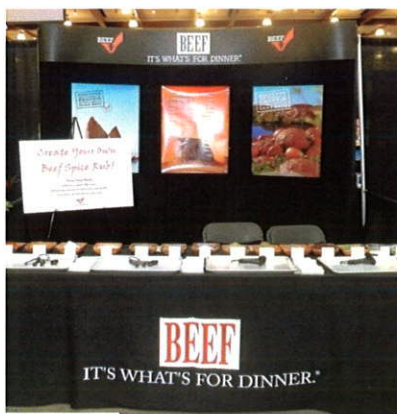
contest.

Consumer Education

The Beef Council would like to be more effective with Consumer Education through the Retail and Food Service areas. The TBIC would like to assist with additional efforts to distribute more elements of current promotions featuring Summer Grilling, Holiday Roasts and the new 'I Heart Beef' campaign.



SHE Event



Public Relations & Advertising



Beef Day

Public Relations and Advertising are the areas that reach the most consumers. The only state Checkoff promotion that has not been financially adjusted is the UT Beef Day promotion. It is the most successful and fan recognized event the Checkoff program funds. In addition to keeping this program, the TBIC would like to expand community outreach and advertising buys with possible public relation efforts to coordinate a Fire House Cook-off, a Team Beef Marathon Program, and a State-wide Beef Tour. The TBIC would also like to purchase elements like jar lid openers, pencils and other promotional items which have been discontinued due to limited funding.

